

## ABSTRACT OF THE DISCLOSURE

A display apparatus of the present invention is provided with (i) a second memory for storing therein data of one frame for a whole display area of a display section, (ii) a first memory, provided in addition of the second memory, for storing therein data of one frame for a partial display area, (iii) a control section for causing the data respectively read out from the memories, to be respectively written in the display areas to which the data correspond to, and causing the partial display area to move to an predetermined position within a display screen of the display section, when a predetermined time lapses. The display apparatus has an improved display quality by moving the partial display area without affecting an image displayed in an area other than the partial display area.